

CONTRACT



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Mundy Katowitz Media
1322 G Street SE
Washington, DC 20003

| | | |
|-----------------------------------------------------|--------------------------------------------|--------------------------------------------------------|
| <u>Contract / Revision</u> 797537 / | | <u>Alt Order #</u> 06236068 |
| <u>Product</u> PRIORITIES US ACTION | | |
| <u>Contract Dates</u> 08/28/12 - 09/03/12 | | <u>Estimate #</u> 1522 |
| <u>Advertiser</u> Priorities USA Action | | <u>Original Date / Revision</u> 07/16/12 / 07/16/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WUAB | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> Telerep-Philade |
| <u>Special Handling</u> Cash In Advance | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 321 | <u>Product Code</u> 340 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-------|----------|
| N 1 | WUAB | 08/31/12 | 08/31/12 | M-F 1-2p | 1-2p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | ----1-- | | | | 1 | \$200.00 | | | |
| N 2 | WUAB | 08/31/12 | 08/31/12 | M-F 3-4p | 3-4p | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | ----1-- | | | | 1 | \$225.00 | | | |
| N 3 | WUAB | 09/03/12 | 09/03/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | 1----- | | | | 1 | \$60.00 | | | |
| N 4 | WUAB | 09/03/12 | 09/03/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | 1----- | | | | 1 | \$525.00 | | | |
| N 5 | WUAB | 09/02/12 | 09/02/12 | Action News at 10p | 10-11p | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | -----1 | | | | 1 | \$650.00 | | | |
| N 6 | WUAB | 09/02/12 | 09/02/12 | Su 7-8p | 7-8p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | -----1 | | | | 1 | \$200.00 | | | |
| N 7 | WUAB | 08/30/12 | 08/30/12 | M-F 2-3p | 2-3p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | ---1--- | | | | 1 | \$200.00 | | | |
| N 8 | WUAB | 08/30/12 | 08/30/12 | M-F 7-730p | 7-730p | | :30 | | | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | ---1--- | | | | 1 | \$475.00 | | | |
| N 9 | WUAB | 08/28/12 | 08/28/12 | M-F 3-4p | 3-4p | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | -1----- | | | | 1 | \$225.00 | | | |
| N 10 | WUAB | 08/28/12 | 08/28/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 08/27/12 | 09/02/12 | -1----- | | | | 1 | \$525.00 | | | |
| N 11 | WUAB | 08/29/12 | 08/29/12 | M-F 1-2p | 1-2p | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Totals Amount |
|--------|------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | -- 1---- | | | | 1 | \$200.00 | | | |
| N 12 | WUAB | 08/29/12 | 08/29/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/27/12 | 09/02/12 | -- 1---- | | | | 1 | \$60.00 | | | |
| Totals | | | | | | | | | | | 12 | \$3,545.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 08/27/12 - 09/03/12 | 12 | \$3,545.00 | \$3,013.25 |
| Totals | 12 | \$3,545.00 | \$3,013.25 |

Signature: _____ **Date:** _____

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